# *Agile Experience Tour*

## 10 th Annual EFSPI Statistics Leaders Meeting

04-Jul-2019

Marc Weimer, BI CUBE Agile Facilitator

# Goals of today

- Learn about Agile principles

- Learn about Design Thinking

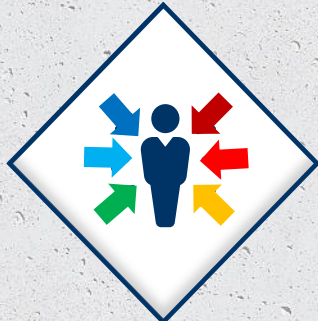- Experience how it feels to work Agile in a Design Thinking Experience Tour



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# Warm up: Some questions

Raise your hand …

1.  Who knows what "Scrum" is?

2.  Who knows what "Design Thinking" is?

3.  Who has ever worked in an Agile framework like Scrum or DT?

4.  Who has felt from time to time that your work would benefit from …

    •    … more user / customer centricity?

    •    … better collaboration?

    •    … more consequent iterative development of the product („inspect and adapt")?

# Agile Principles

**The agile mindset is essential to navigate through times of uncertainty**



**Customer-Centricity**

**Collaboration**

**Iterative working**

# Agile Work modes

**Empathy**

**Fail Early to Succeed Sooner**

**Timeboxing!**

**Playful Atmosphere**

**Safety**

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# History of working Agile

- New creativity techniques in the 1950s

- New design methods in the 1960s

  => "**Design thinking**" approach to creatively
     solving problems

- L. Bruce Archer uses the term "Design Thinking" in his 1965 book "Systematic Method for Designers"

  *Source: Wikipedia*

# The Agile Manifesto (2001)

We are uncovering better ways of developing software by doing it and helping others do it. Through this work we have come to value:

**Individuals and interactions** over processes and tools

**Working software** over comprehensive documentation

**Customer collaboration** over contract negotiation

**Responding to change** over following a plan

That is, while there is value in the items on the right, we value the items on the left more.

## Manifesto Authors

| | |
|---|---|
| Kent Beck | James Grenning |
| Mike Beedle | Jim Highsmith |
| Arie van Bennekum | Andrew Hunt |
| Alistair Cockburn | Ron Jeffries |
| Ward Cunningham | Jon Kern |
| Martin Fowler | Brian Marick |
| Robert C. Martin | Ken Schwaber |
| Steve Mellor | Jeff Sutherland |
| Dave Thomas | |

Manifesto includes 12 principles not shown here

# Agile in high assurance and regulated environments

- Saab JAS 39 E Fighter Plane: Scrum hardware and software teams

- Banking at ING: Agile transformation of the whole organisation

- FDA AAMI TIR45:2012: Endorsement of Agile practices in the
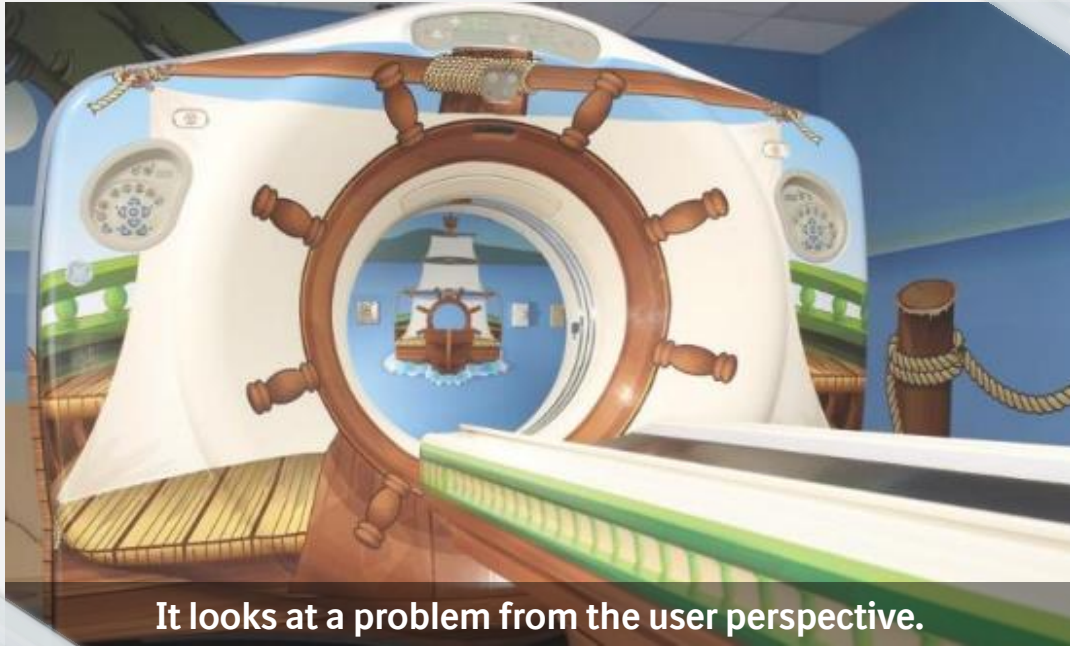
development of medical device software

# How does Design Thinking work?



**An MRT machine**
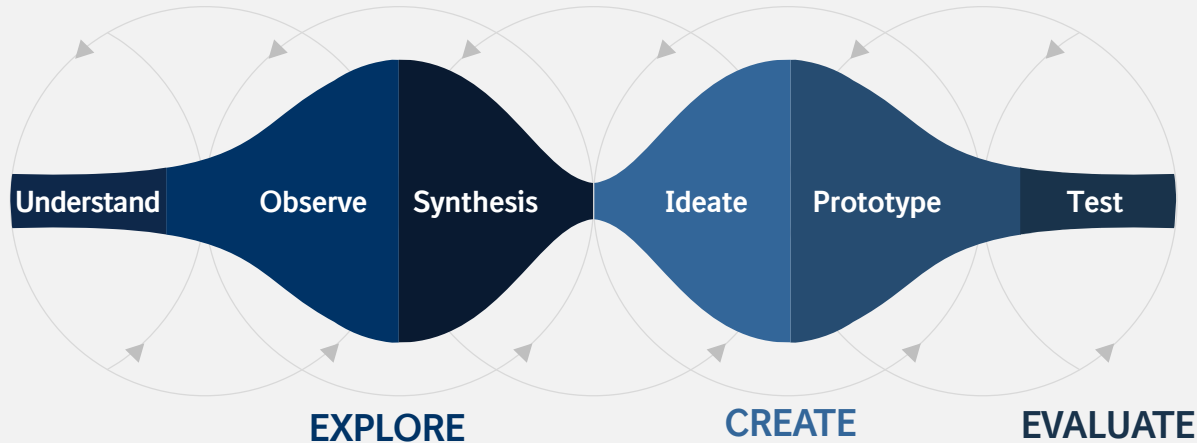
# How does Design Thinking work?



It looks at a problem from the user perspective.

**Customer-Centricity**

# Design Thinking Approach

## Three main phases, that differ mainly in their attitudes



| Understand | Observe | Synthesis | Ideate | Prototype | Test |

**EXPLORE**  **CREATE**  **EVALUATE**

A successful innovation process consists of different phases that differ mainly in their attitudes.
- **Exploration phase** – What is the topic? What dimensions, layers can be identified? What are the users 'needs?
- **Creation phase** – Solution definition, prototyping, testing hypothesis
- **Evaluation phase** – User testing, iteration prototypes, minimal viable product, market launch

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# The challenge for this session

*„Design the ideal EFSPI homepage"*